



SRAETTA

Sexual Risk Avoidance Education
Training and Technical Assistance

We Think Twice: A Youth-Centered Social Media Campaign

OWEN BURNS & DENISE DICKINSON

Family and Youth Services Bureau & RTI International

February 24, 2021



ADMINISTRATION FOR
CHILDREN & FAMILIES **FYSB** Family & Youth
Services Bureau

Owen Burns

Family and Youth Services Bureau

Owen Burns serves as Communications Manager with the Administration for Children & Families (ACF), Family Violence Prevention & Services Bureau (FVPS), Adolescent Pregnancy Prevention Program (APP). He has more than 20 years' experience in marketing, advertising and digital communications, developing, managing and executing full-scale marketing strategies for clients in a wide variety of industries.

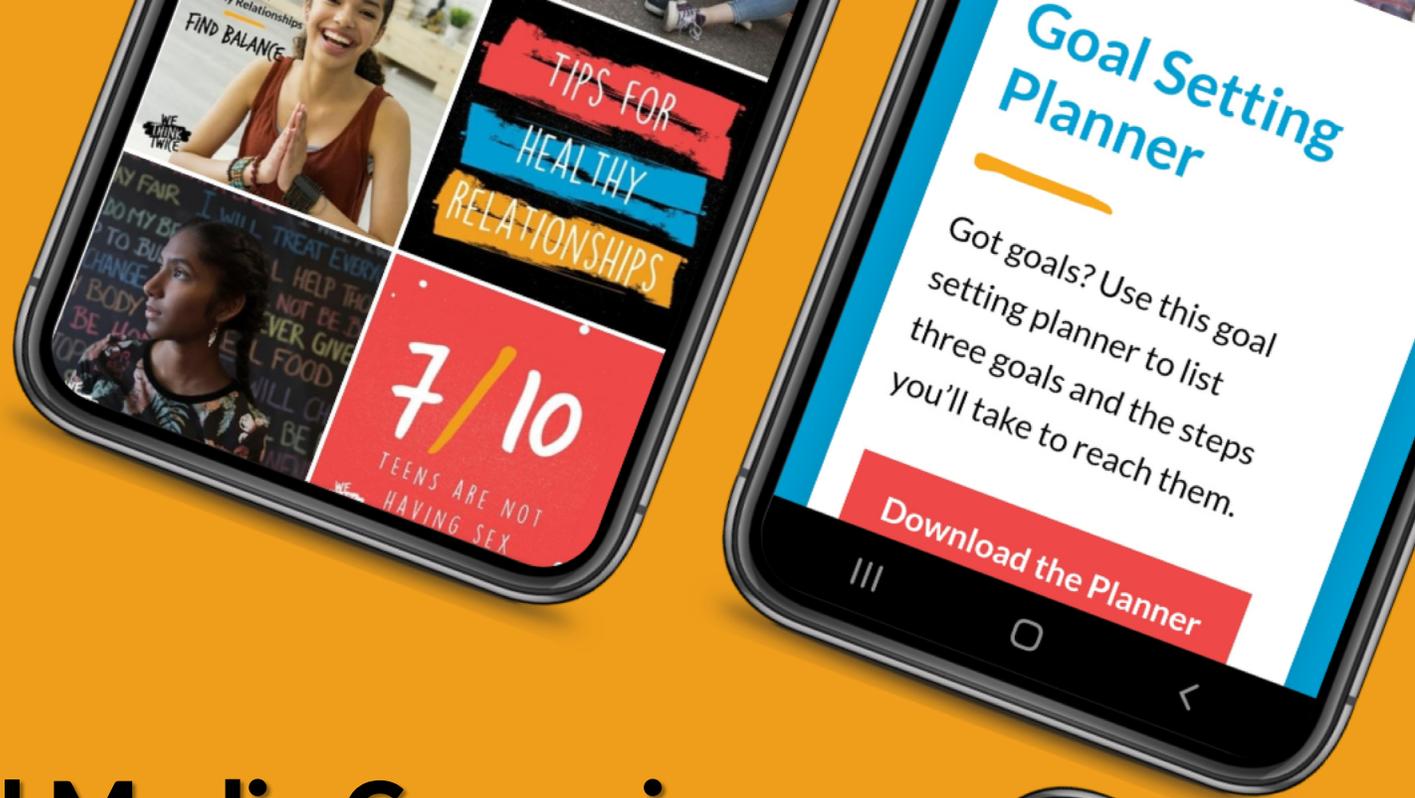


Denise Dickinson

RTI International

Denise Dickinson, M.P.H., is a Program Manager for RTI International's Child and Adolescent Research and Evaluation program, with expertise in studies of risk behaviors among children and adolescents. Currently, Dickinson is working on projects that involve preventing adolescent pregnancy, increasing physical activity among schoolchildren, and increasing Medicaid enrollment among eligible children. Before joining RTI in 2007, she managed large, multi-year research projects on children's health at the Pacific Institute for Research and Evaluation and the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill. Clients have included the National Institutes of Health, Food and Drug Administration, and other federal and state agencies. She is also an adjunct instructor at the Gillings School of Global Public Health.





We Think Twice: A Youth-Centered Digital Media Campaign to Promote Healthy Decisions and Behavior

Owen Burns – Family and Youth Services Bureau

Denise Dickinson – RTI International

SRAE Topical Training, February 24, 2021



DISCLAIMER

The views expressed in written training materials, publications, or presentations by speakers and moderators do not necessarily reflect the official policies of the department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

OBJECTIVES

- ✓ Participants will become familiar with the components of a campaign aimed at supporting adolescents' decisions to avoid sex and adverse risk-taking behavior.
- ✓ Participants will identify how their organizations can engage youth with the campaign to help them make healthy decisions around sex, relationships, and setting goals for the future.
- ✓ Participants will learn about SRAE tools and products that have been developed for youth, parents and caregivers, and youth-serving providers.

AGENDA

Overview and Background

We Think Twice

- ✓ Social Media Engagement
- ✓ We Think Twice Website
- ✓ Youth-Focused Products

Sexual Risk Avoidance Education Materials

- ✓ Community Saturation Sourcebook and Toolkit
- ✓ Educational Materials and Resources

Engaging Your Youth with We Think Twice

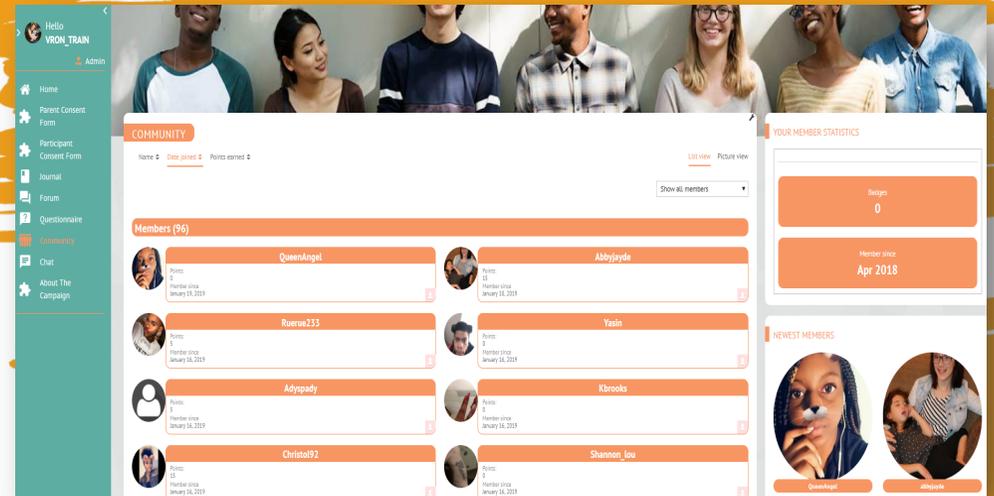
Questions

Overview and Background



Our Aims

- Design a comprehensive digital media campaign *with youth for youth*
- Shift perceptions and social norms, and support resistance to negative peer pressure
- Build teen knowledge and skills to:
 - Form **healthy relationships**
 - Set **goals** for the future
 - Feel **empowered** to make healthy decisions

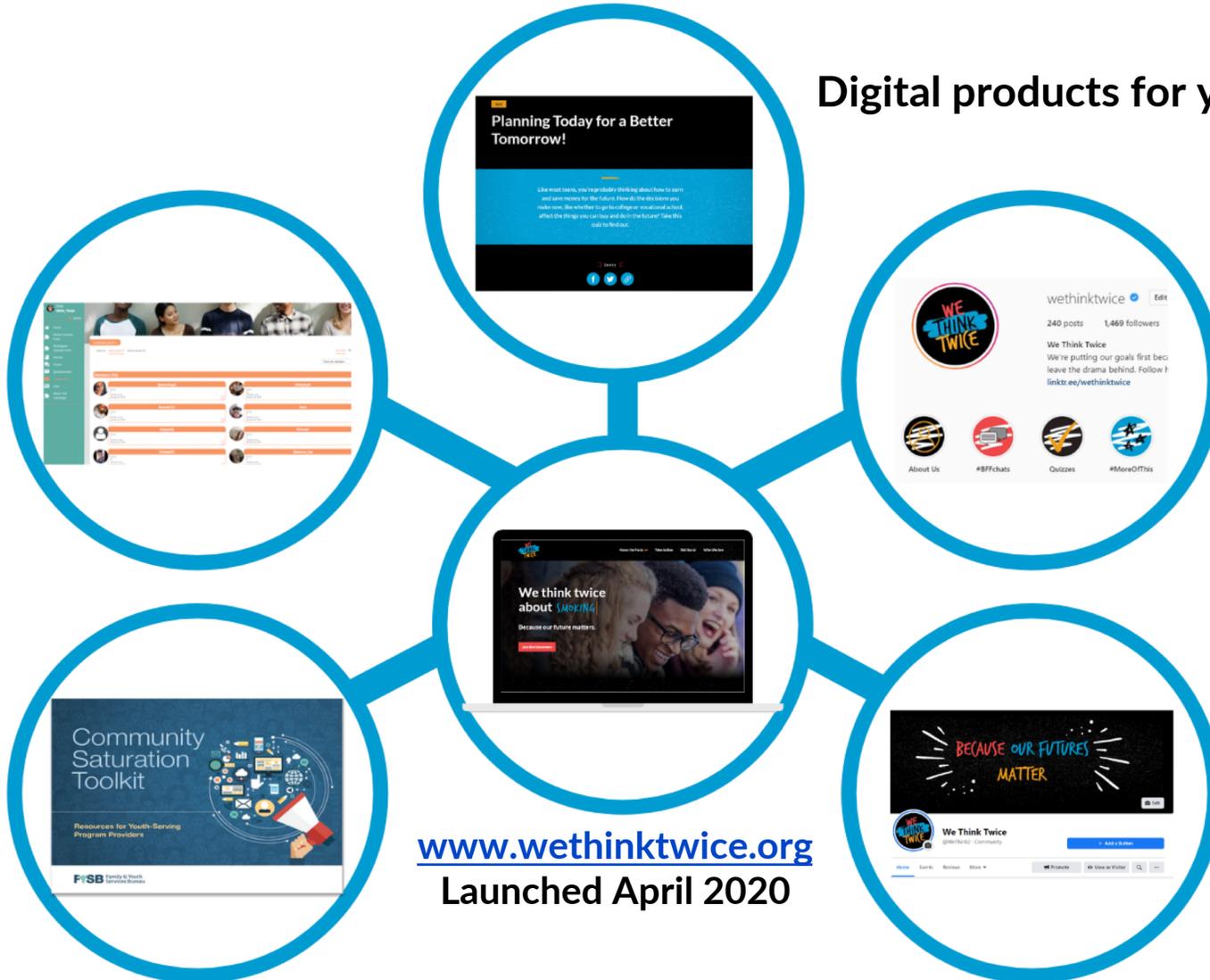


Introducing...

WE
THINK
TWICE

Components of the We Think Twice Campaign

The Hive



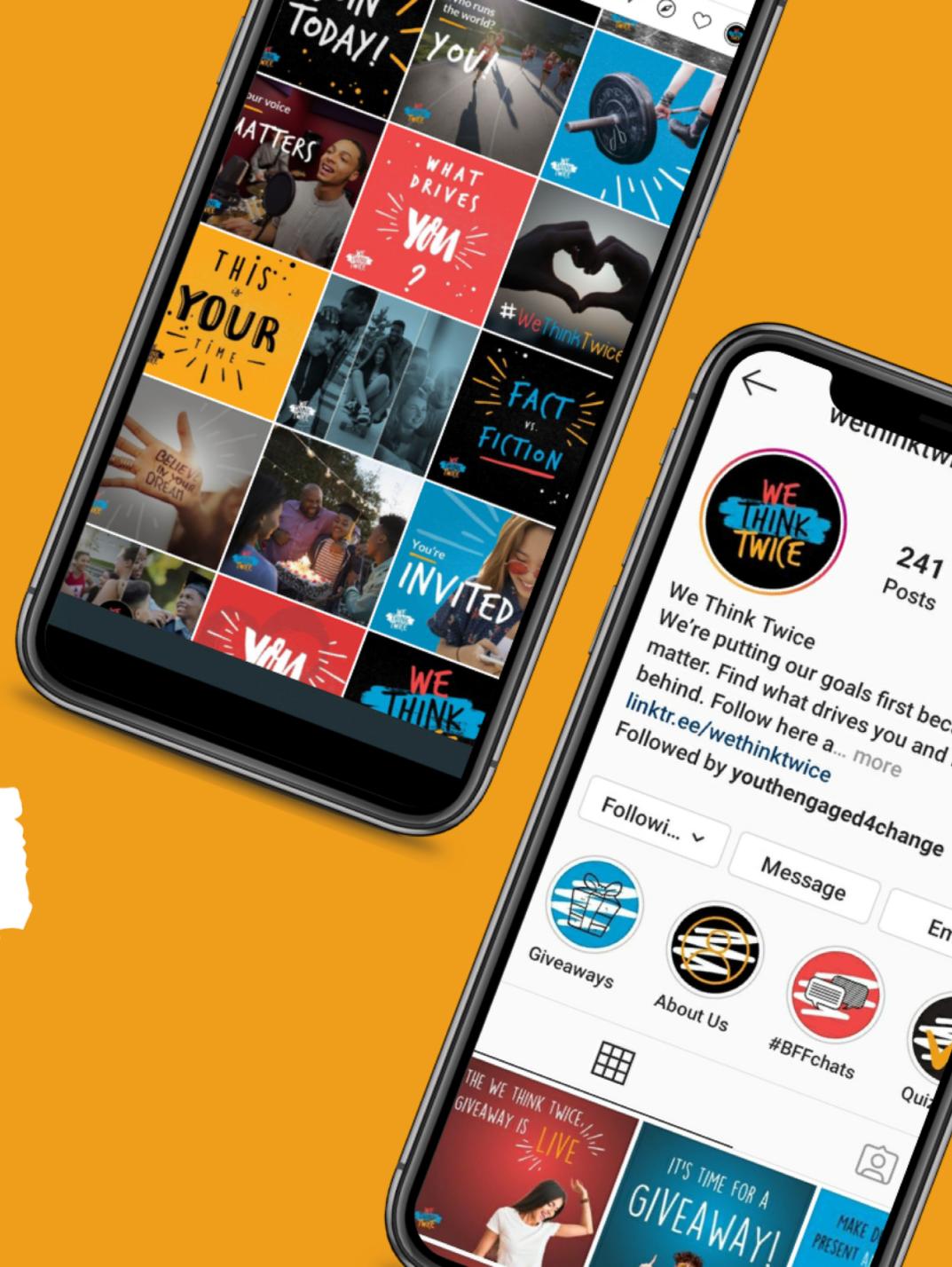
Digital products for youth

@WeThinkTwice
Launched July 2019 on
Facebook and
Instagram

www.wethinktwice.org
Launched April 2020

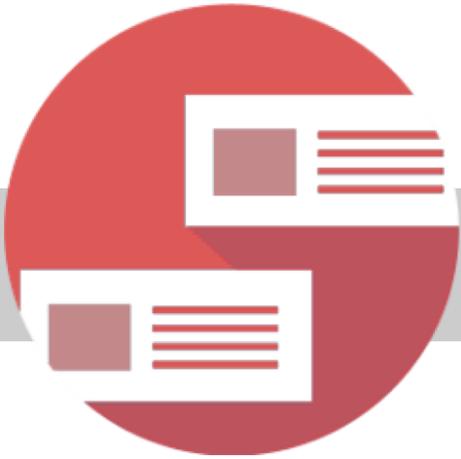
Tools for youth-
serving professionals
(*The Exchange*)

Social Media Engagement



Campaign Activities

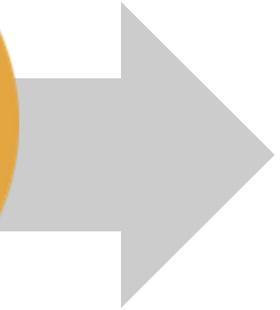
DEVELOP



IMPLEMENT



MEASURE



Instagram Strategy

- Develop original organic newsfeed content and stories
 - Goal to post 3-5 times per week
 - Found that posting in the evenings led to better engagement but did not find different levels of engagement on weekends
- Introduce paid promotion beginning in November 2019
 - Promote posts that “perform” best organically
 - Post “performance” is measured by engagement and post interactions (likes, comments, saves, and shares)
- Leverage contests and giveaways and partner with Instagram influencers to share messages and extend reach
- Continue to encourage youth serving partners to get involved and share messages



3 STEPS TO ENTERING CONTEST

- FOLLOW @ WETHINKTWICE
- TAG 2 FRIENDS BELOW THIS POST
- NOMINATE A MOTIVATIONAL SONG TO THE INSTA STORY

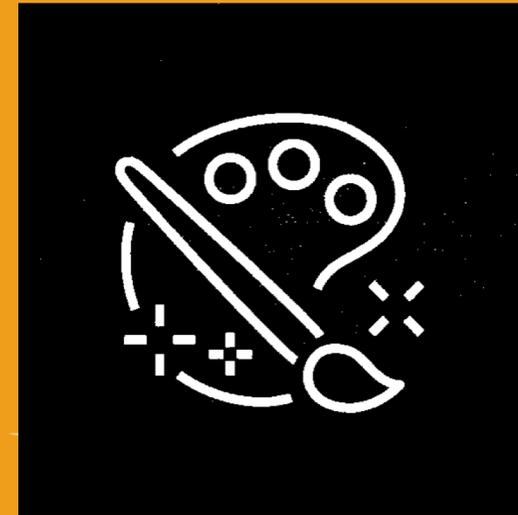
★ KEEP THE SONG ENTRIES PG

GOOD LUCK!

WE
THINK
TWICE

Campaign Spotlight: “Create Your Future” National Arts Contest

- Youth asked to convey their goals for 2021 through art:
 - Photography
 - Digital Art
 - Painting
- 152 entries
- Recruited and trained 6 youth to judge entries
- 4,751 page views on the *We Think Twice* website
- Approximately 580 new Instagram followers (35% increase)
- Selected 10 winners: 1st, 2nd & 3rd place in 3 age categories
- Artwork will be featured on the *We Think Twice* website inspiration board.

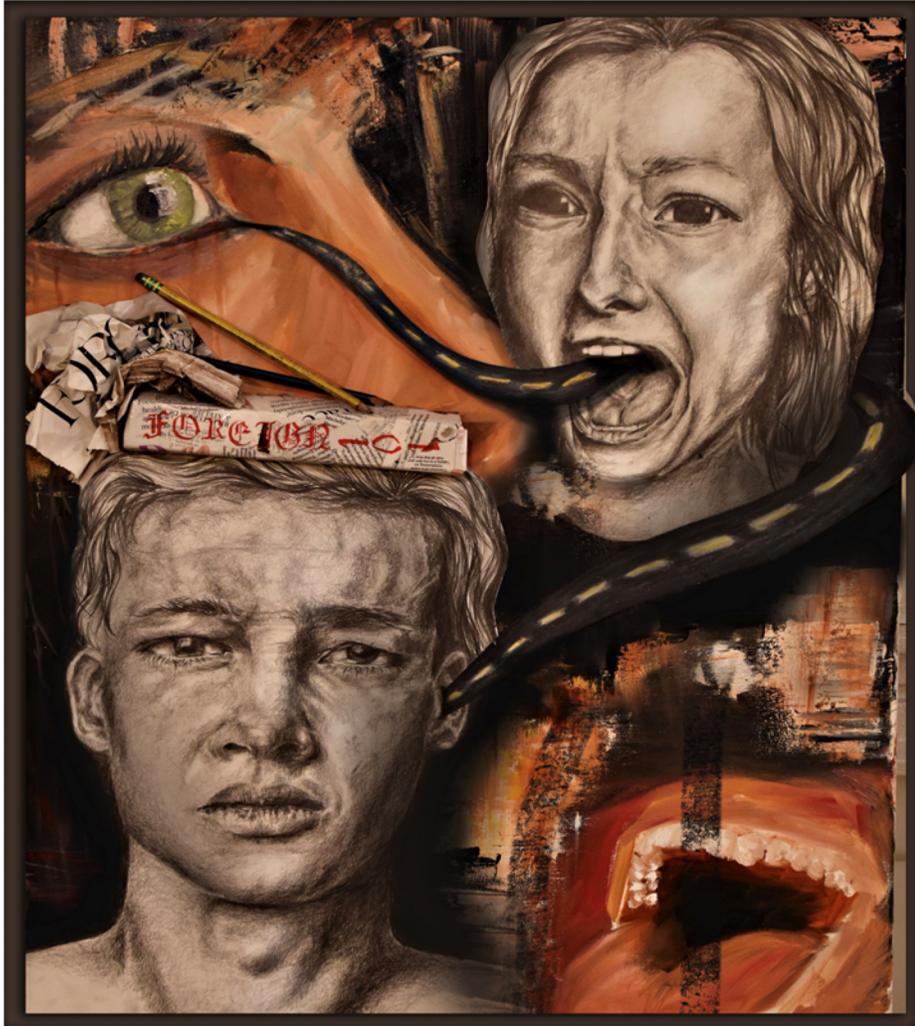


Winner: 13-14-Year-Olds



Drawing with Watercolor

Winner: 15-17-Year-Olds



This piece is influenced by change and Journey, something I will continue to appreciate through the year 2021.

Winner: 15-17-Year-Olds



I wanted to represent how even though my expression is serious and grim, i wanted to be happier in 2021 and see the brighter things in life! finding joy in my surroundings and making the most of my world.

Winner: 18-19-Year-Olds



I created this piece relative to my goal of using the time available in 2021 to become more knowledgeable in the work that I study. I am interested in computer animation and while the pandemic forces a lot of activities to take place inside, I sometimes find it difficult to be motivated to work. It's like I'm battling the feelings that tell me nothing matters anymore. What helps me to regain my motivation is treating everyday as if my room is my studio, which is often a mess. I learned as an artist that you serve as a slave to your ambitions. Daily tasks like sleeping, eating, and cleaning are often neglected because your passions get in the way of remembering that you are only human. I stay put minding the precautions of COVID-19 and I bury my worried thoughts with the hope that what I do will make a mark in my newest stage of life called adulthood.

Campaign Progress: A Movement in Motion

EXPOSURE



10.8 million
social media impressions*

**The total number of times content has been seen by Instagram users. Paid & Organic impressions combined.*

ENGAGEMENT



8.22%
Average Instagram engagement rate while increasing followers

INFLUENCE



300+ youth
engaged through The Hive and testing activities

ACTION



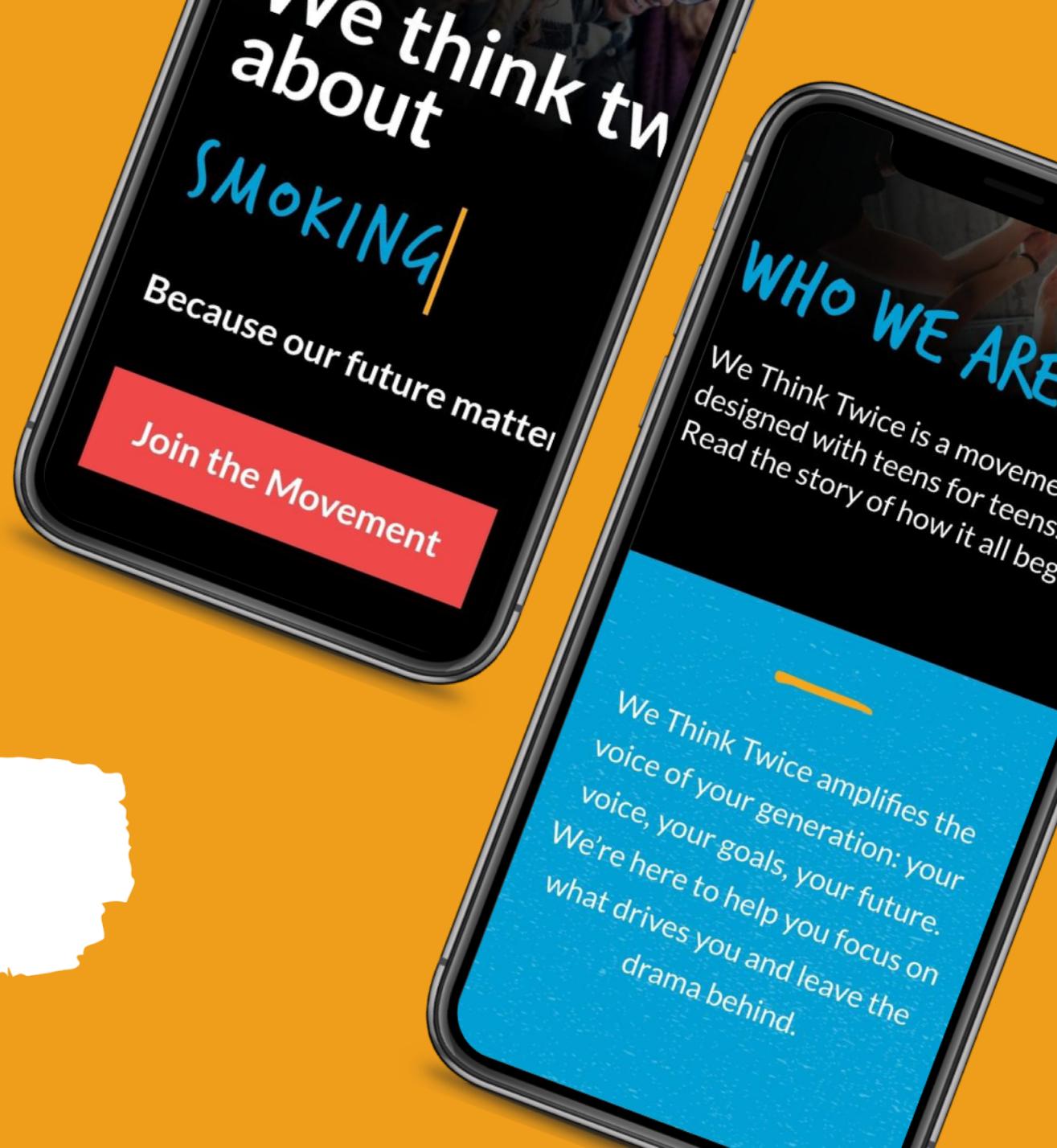
346,362
video views and story completions**

***Video views (262,104) are based on GIFs posted to our Instagram account, and story completions (84,258) are from the profile highlights. Paid & Organic metrics combined.*

ACHIEVEMENTS

July 2019 through January 14, 2021

We Think Twice Website



Website Designed With And For Youth

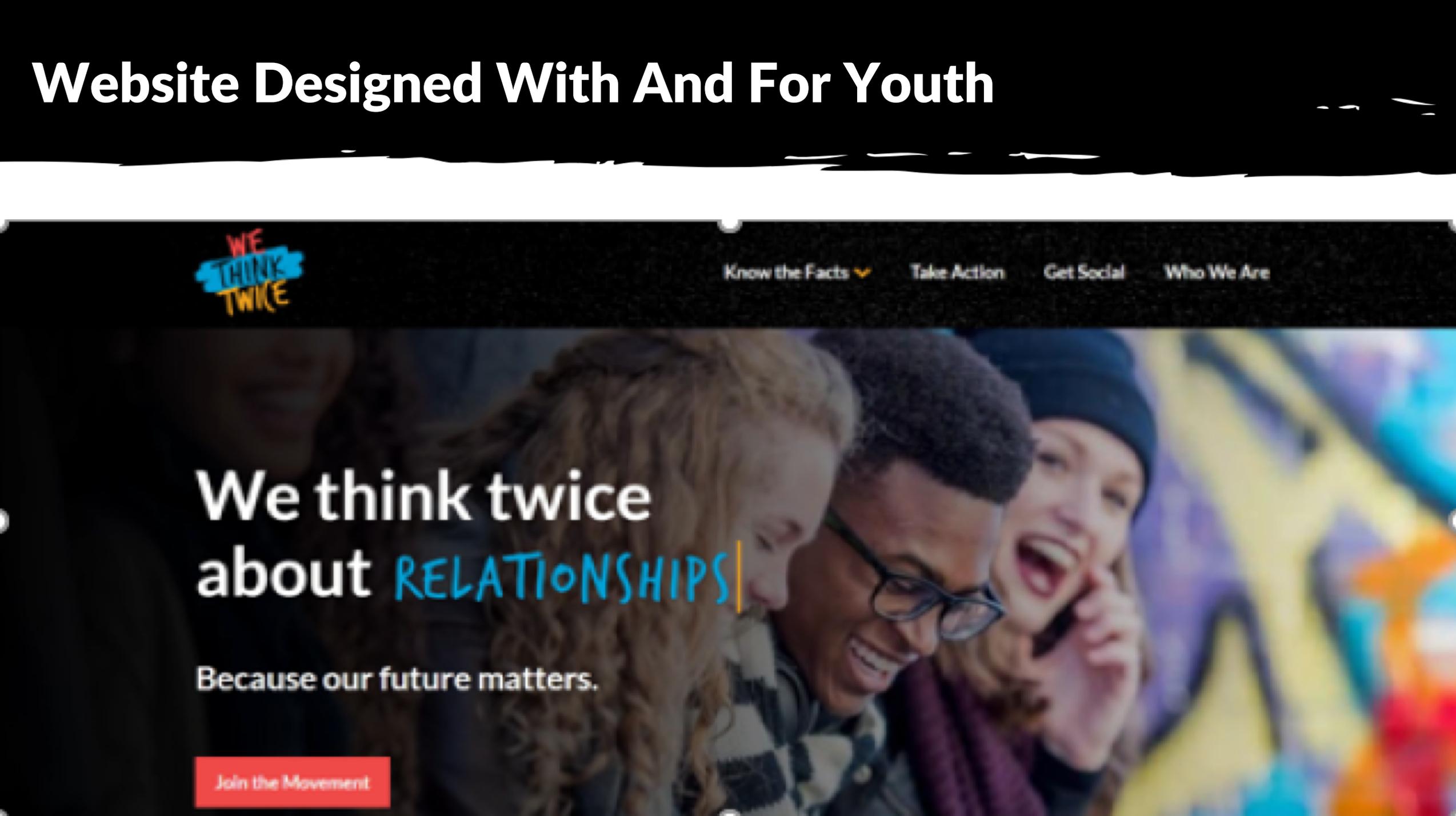


[Know the Facts](#) ▾

[Take Action](#)

[Get Social](#)

[Who We Are](#)

The background of the website is a photograph of three young people—two women and one man—laughing and talking. They are in the foreground, slightly out of focus, with a colorful, abstract background behind them.

We think twice
about **RELATIONSHIPS** |

Because our future matters.

[Join the Movement](#)

Website Features

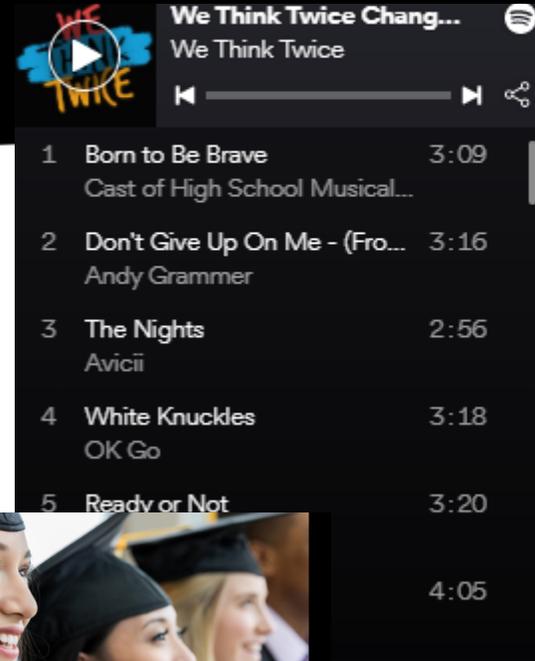
Highlights We Think Twice products and other youth-friendly resources

Topics:

- Healthy Relationships
- Goal-Setting and Success
- Smart Choices
- Mental Health (including coping with COVID-19 challenges)

Products

- Quizzes
- Listicles
- Playlists
- Instagram posts
- Videos
- Infographics
- Tools
- Games

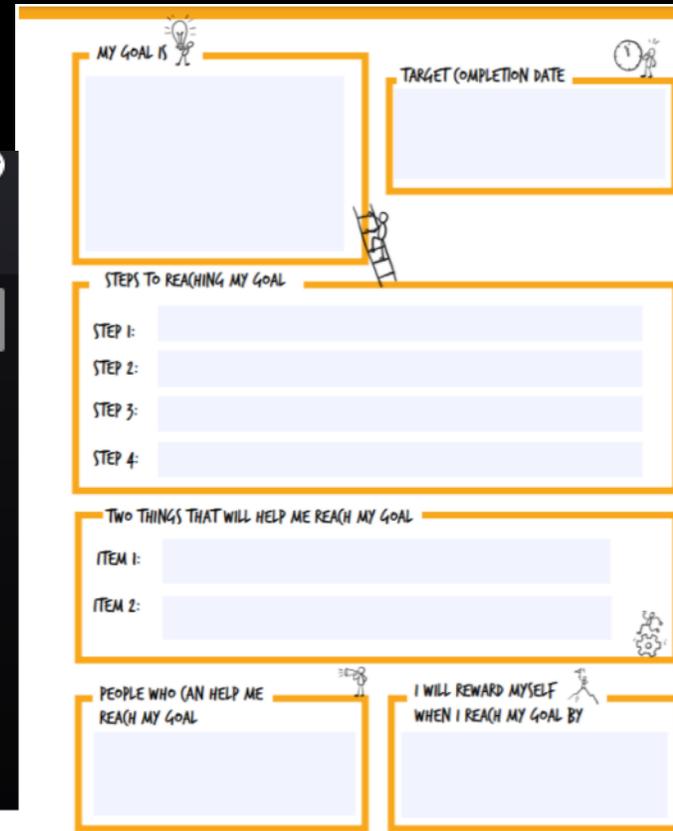


Over the course of their lifetime, how much more do people with a high school diploma or GED make than those who don't have either?

\$1,200,000 more

\$500,000 more

\$120,000 more



Website Reach and Engagement

EXPOSURE



37,984
Users

41,790
Sessions

53,847
Pageviews

INFLUENCE



25,308
Users via Social
Media

12,440
Users via
Google Ads

2,021
Users via Email

ACTION



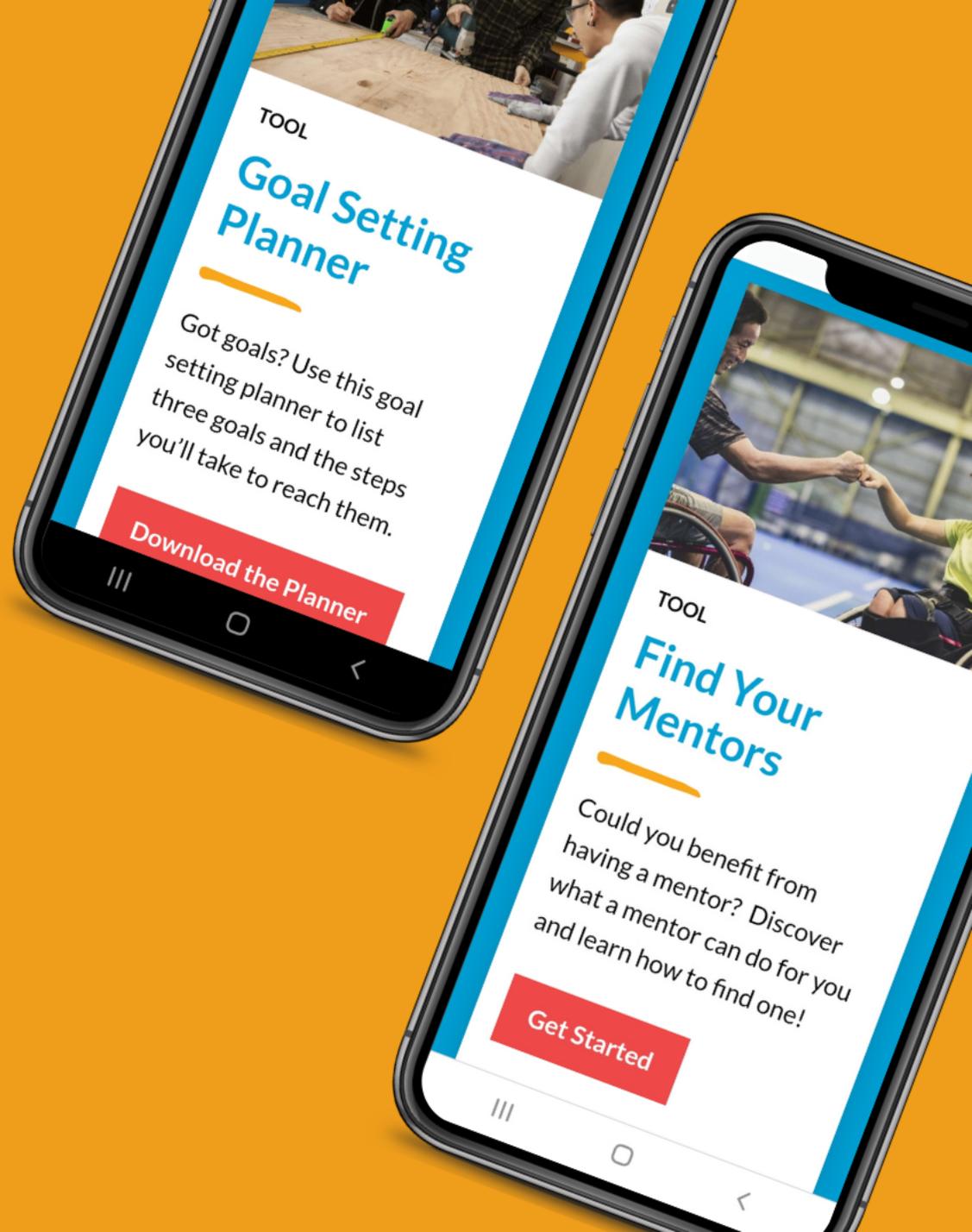
6,608
Quiz Submissions

6,400
Video Views

919
Downloads

Time Period: April 2020 - January 2021

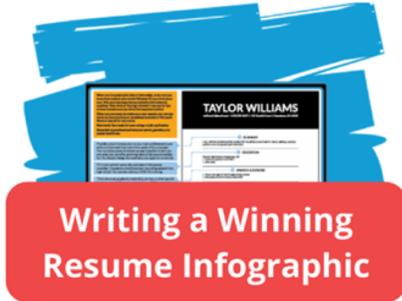
Youth-Focused Products



Digital Products for Youth

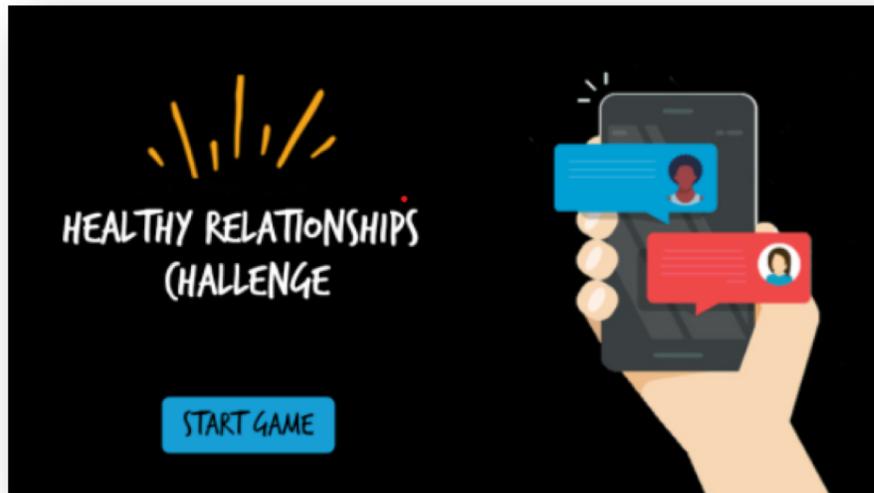
<https://www.wethinktwice.acf.hhs.gov/>

PUBLISHED PRODUCTS

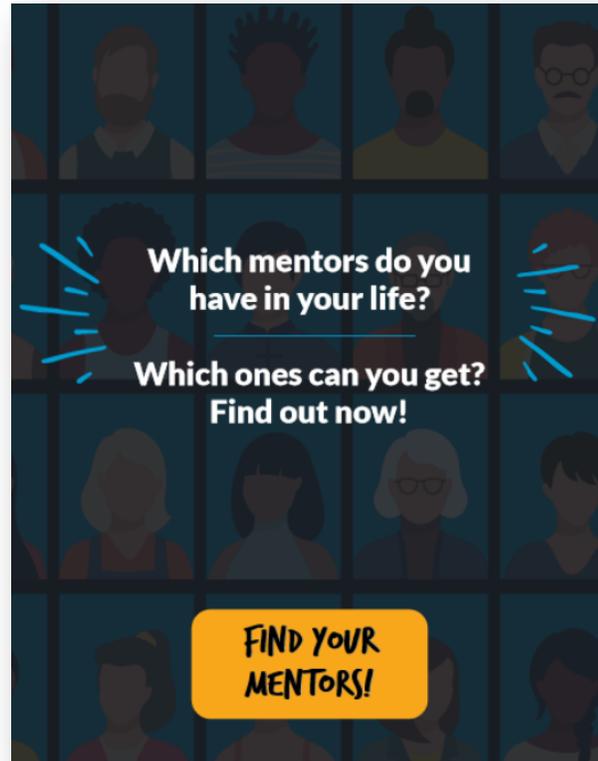


Demo of NEW Digital Products

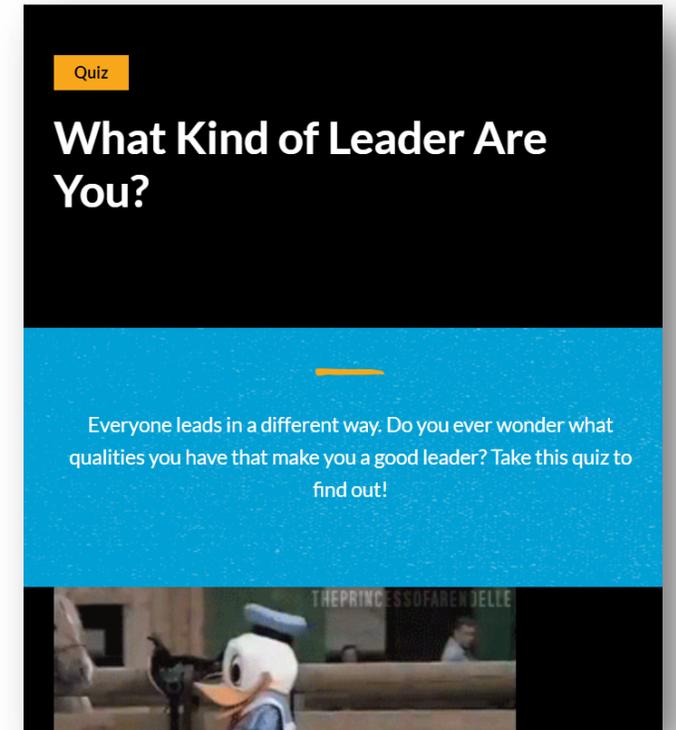
Healthy Relationships Challenge



Find Your Mentors



What Kind of Leader are You?

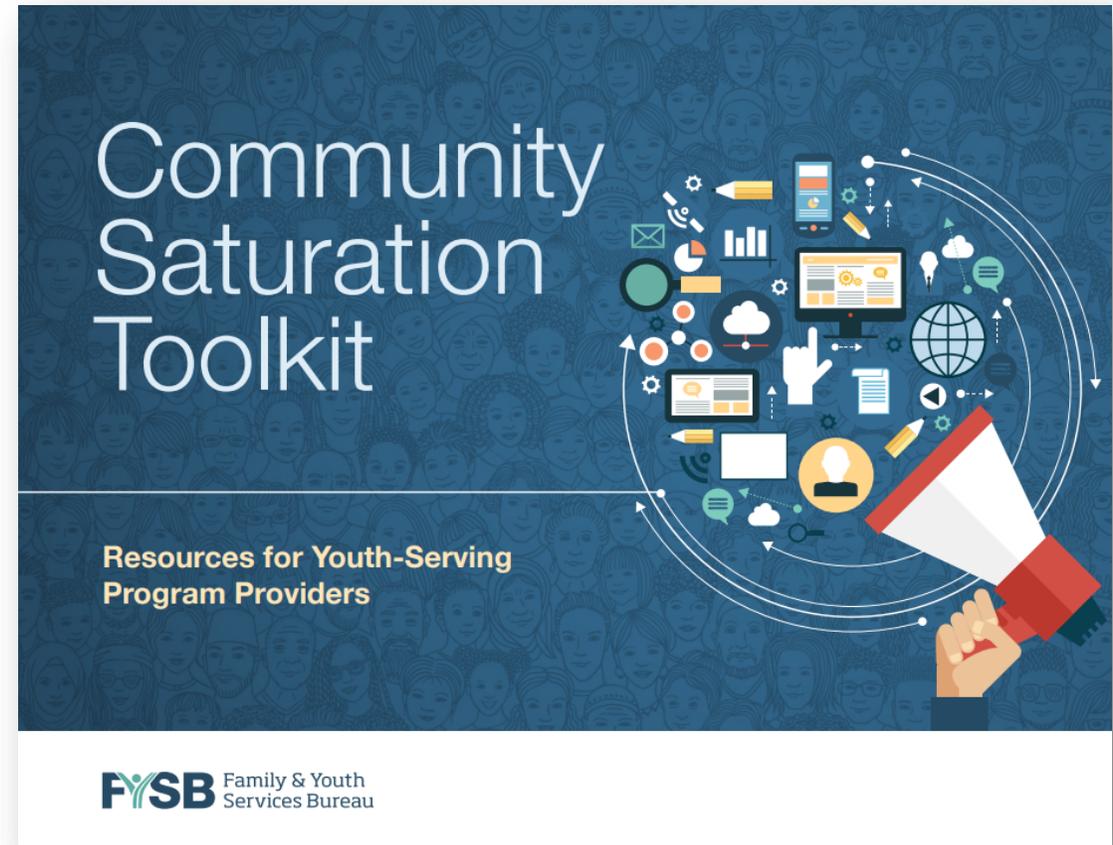


Sexual Risk Avoidance Education Materials



Community Saturation Sourcebook and Toolkit

<https://teenpregnancy.acf.hhs.gov/>



Educational Materials and Resources

<https://teenpregnancy.acf.hhs.gov/>

PUBLISHED PRODUCTS



**Engaging Your
Youth with
*We Think Twice***



Question

Which components of the *We Think Twice* campaign and other SRAE education materials do you think would be most useful for serving your youth population?

Question

How do you see yourself using the *We Think Twice* campaign or other SRAE education materials to help the teens you serve?

Spread the Word



Create

Want to voice your opinion and earn gift cards while you do? Join our online research community.

Shape the Campaign »



Champion

Does your organization serve youth? Are you an influencer who wants to collaborate?

Reach Out »



Amplify

Are you a parent, caregiver, teacher, coach, or youth mentor? Spread the word about We Think Twice with the teens in your life.

Share our Instagram »

TEENS:

Follow us and sign up for The Hive:
www.thehive.cmnty.com

ORGANIZATIONS:

Reach out to partner with us
wethinkt@gmail.com

EVERYONE:

Share and promote our website
www.wethinktwice.org



For more information about the
We Think Twice campaign,
see the [Collaboration Spotlight](#) on
The Exchange

Questions?